



King County

**COMMUNICATIONS SPECIALIST III
DEPARTMENT OF NATURAL RESOURCES AND PARKS
PUBLIC AFFAIRS UNIT**

Annual Salary Range: \$56,202 - \$71,240

Job Announcement: 06RW5764

OPEN: 1/9/06 CLOSE: 1/18/06

WHO MAY APPLY: This position is open to all qualified King County career service employees who are members of Local 117 Professional & Technical bargaining unit and all other career service employees and the general public. First consideration will be given to bargaining unit members.

WHERE TO APPLY: Required forms and materials **must** be sent to: **King County Director's Office Recruitment, Attn: Human Resources, 201 South Jackson Street, Suite 701, Seattle, WA 98104.** You may e-mail your application materials to hr.swd@metrokc.gov, send via interoffice mail to KSC-NR-0701, or fax your materials to (206) 296-4473. We are not responsible for incomplete fax transmissions. Applications materials must be received by 4:30 p.m. on the closing date. (Postmarks are NOT ACCEPTED.) **PLEASE NOTE:** Applications not received at the location specified above may not be processed.

FORMS AND MATERIALS REQUIRED: [King County Application](#), resume, supplemental essay detailing how your background and accomplishments match each one of the primary job duties and job qualifications as they are described in this announcement, and include no more than three writing samples, which may include communications plans, press releases of outreach materials, communication or media plan, a Web page, a marketing plan and a database you have created or managed.

WORK LOCATION: King Street Center Bldg., 201 South Jackson, Suite 700, Seattle, WA 98104.

WORK SCHEDULE: This full-time position not overtime eligible. The workweek is Monday through Friday.

POSITION PURPOSE: This position is responsible for strategic communications planning, outreach coordination and media relations in support of departmental and countywide policies and programs. The position, in the Director's Office Public Affairs group, will develop and implement long range communications, outreach and media plans, coordinate highly visible public outreach programs and serve as a public information officer. The position will create strategies and tools for Web-based outreach, and will facilitate integration of communication messaging and outreach efforts among divisional staff, other county departments and in partnership with other government agencies, non-profits or private companies. Occasionally serve as department spokesperson. Occasionally is on-call evenings or weekends for DNRP emergency response or operational issues.

PRIMARY JOB DUTIES INCLUDE:

- Develop and implement long range DNRP strategic communications plans, identifying key objectives, messages, audiences, techniques, and timelines and performance measures.
- Provide public outreach and public affairs support to DNRP, its divisions and the Executive office by planning, creating, implementing and analyzing results of outreach approaches and initiatives including development and management of surveys and databases.
- Lead or support external outreach campaigns and events.
- Research and write news releases, articles, fact sheets and other media relations materials, using key messages as part of DNRP's overall strategic communication plan.
- Respond to media calls and use independent judgment about how to best respond and who would be the best spokesperson. Occasionally serve as spokesperson or liaison for the agency.
- Identify and implement "new media" communication opportunities via the Web such as, streaming video, e-mail list-serves and stakeholder newsletters.
- Write and edit text for the Web, and assist in creating compelling Web pages or features as part of strategic messaging effort.
- Research, create and coordinate the production of external and internal communications products.
- Develop effective networks with agency, King County Council staff, officials, other jurisdictions and citizen groups to support development and implementation of projects.
- Provide strategic communications counsel and advice to management and other internal customers.
- Make public presentations to targeted audiences to develop support of DNRP programs and policies while affecting citizen behavior change to benefit the environment.
- Act as a member of King County's Joint Information Center during emergencies.

QUALIFICATIONS:

- BA degree in communications, journalism, marketing or related field, or the equivalent combination of education and experience is required.
- At least 5 years progressive experience in a public affairs, public relations or news media setting.
- Recent experience developing and writing effective strategic communication and marketing plans and in managing/coordinating the campaigns resulting from those plans.
- Possess strategic knowledge of trends and use of Web pages and Internet communication for public outreach purposes, including demonstrated recent experience writing and managing the development and strategic use of Web pages and Internet communications for public/private outreach campaigns.
- Adept at developing and using large databases, and in the strategic use of these databases.
- Manage all elements in the production of outreach materials from concept development to research, writing, design and production.
- Demonstrated experience working under numerous short deadlines on a daily basis in a high-pressure, high-profile environment.

Highly Desired:

- HTML skills and ability to use related software to create visually compelling Web pages and collateral material.
- Public sector experience.
- Knowledge of natural resource management and environmental issues.
- Posses strategic knowledge of trends and use of Web pages and Internet communication for public outreach purposes

UNION MEMBERSHIP: This position is represented by Local 117 Professional and Technical bargaining unit. The individual hired will be required to join this union.